

REPORT OF THE HISTORIC PRESERVATION / DESIGN REVIEW COMMISSION

Wednesday, May 7, 2014 –4:30 p.m.

City Conference Room – County-City Building  
1515 Strongs Avenue, Stevens Point, WI 54481

PRESENT: Lee Beveridge, Alderperson Mary Stroik, Tim Siebert, and George Hanson.

EXCUSED: Tom Baldischwiler

ALSO PRESENT: Director Michael Ostrowski, Economic Development Specialist Kyle Kearns, Bob Ballard, Bailey Bushman, and Kelly Ballard.

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INDEX:

Discussion and possible action on the following:

1. Approval of the report from the April 2, 2014 HP/DRC meeting.
2. Request from Bob Ballard for design review to install a projecting sign and awning at **1236 Third Street (Parcel IDs 2408-32-2015-27)**.
3. Adjourn.

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1. Approval of the report from the April 2, 2014 HP/DRC meeting.

**Motion by Commissioner Siebert to approve the report from the April 2, 2014 HP/DRC meeting; seconded by Alderperson Stroik. Motion carried 4-0.**

2. Request from Bob Ballard for design review to install a projecting sign and awning at **1236 Third Street (Parcel IDs 2408-32-2015-27)**.

Bailey Bushman, representing the property owner, explained they are proposing a 12 square foot projecting, non-illuminated signboard which would be supported by two arms and include spot lights on the top shining down onto the sign. Also, proposed is a 14 foot awning in an orange color which is designed to draw attention to the building.

Bob Ballard added the sign and awning are proposed to bring attention to the building as well as compliment the sign and vibrancy of yoga.

Bailey Bushman continued, stating that the awning would have an aluminum frame structure with canvas material. She is aware that the orange may be too bright for the Historical District, but feels the awning is a traditional design. Mr. Ballard added the building is dark, but wants the commission to keep in mind that the trim surrounding windows and doors is currently black, and that will be changed to a light neutral tone making the awning less aesthetically jarring.

Commissioner Beveridge asked if the awning was solid or striped, and expressed concern that the orange does not fit in a historic district. Ms. Bushman stated it would not be striped, but the valance band could be a different color if the commission requested, but they would prefer to have one solid color.

Commissioner Siebert suggested the Tuscan color and Director Ostrowski suggested the Buttercup color from the color pallet provided. Mr. Ballard asked if they did have a striped awning would they

still be able to have it orange in color, to which both Commissioners Siebert and Beveridge stated the orange is still too bright.

Commissioner Beveridge explained that they are typically looking for what colors would have been used when the building was originally constructed, and as the building is over 100 years old, the orange does not fit the era of construction.

Aldersperson Stroik suggested an orange color on the valance, to which Commissioner Beveridge stated that could be a possibility, and Commissioner Siebert added the orange in the sign would also attract attention to the business.

Commissioner Beveridge asked how far out the sign and awning would project, to which Ms. Bushman explained that the sign would project approximately 4-5 feet from the building, and the awning approximately 42 inches.

**Motion by Commissioner Hanson to approve the projecting sign and awning at 1236 Third Street (Parcel IDs 2408-32-2015-27) with the following conditions:**

1. The awning shall be a solid color, either the Tuscan or Buttercup colored canvas, provided within the Sunbrella Brand awning fabric color pallet.
2. Mechanical fasteners used for the sign shall be installed within the mortar joints and not within the masonry.
3. The awning shall be constructed of fire resistant material.
4. Mechanical fasteners used for the awning shall be installed within the mortar joints and not within the masonry.

**Motion failed.**

**Motion by Commissioner Siebert to approve the projecting sign and awning at 1236 Third Street (Parcel IDs 2408-32-2015-27) with the following conditions:**

1. The awning shall be a solid color; Tuscan (#4677-0000) colored canvas, provided within the Sunbrella Brand awning fabric color pallet.
2. Mechanical fasteners used for the sign shall be installed within the mortar joints and not within the masonry.
3. The awning shall be constructed of fire resistant material.
4. Mechanical fasteners used for the awning shall be installed within the mortar joints and not within the masonry.

**Seconded by Commissioner Beveridge. Motion carried 3-1 (Hanson voting in the negative).**

3. Adjourn.

**Meeting adjourned at 5:00 p.m.**